

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM369340

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|---|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Purina Mills, LLC | | 10/13/2015 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Societe des Produits Nestle S.A. | | |
| Street Address: | Case Postale 353 | | |
| Internal Address: | Intellectual Property Department | | |
| City: | Vevey | | |
| State/Country: | UNITED STATES | | |
| Postal Code: | 1800 | | |
| Entity Type: | societe anonyme: SWITZERLAND | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3836203 | SMARTBLEND | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3149821613 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 3149825192 | | |
| Email: | TMOOffice@purina.nestle.com | | |
| Correspondent Name: | Andrea K. Cannon | | |
| Address Line 1: | Checkerboard Square | | |
| Address Line 2: | Legal IP, 9T | | |
| Address Line 4: | St. Louis, MISSOURI 63164 | | |
| ATTORNEY DOCKET NUMBER: | BPET/O/TM-35351-US-NF/L | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Andrea K. Cannon | | |
| Address Line 1: | Checkerboard Square | | |
| Address Line 2: | Legal IP, 9T | | |
| Address Line 4: | St. Louis, MISSOURI 63164 | | |
| NAME OF SUBMITTER: | Andrea K. Cannon | | |

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|--|--------------------|
| SIGNATURE: | /Andrea K. Cannon/ |
| DATE SIGNED: | 01/15/2016 |
| Total Attachments: 1 source=US Assignment - SMARTBLEND#page1.tif | |

Exhibit B
TRADEMARK ASSIGNMENT
U.S. Trademark Rights

This Trademark Assignment is made and entered into on ^{October 3} ~~July 2~~ 2015 (the "Effective Date"), by and between Purina Mills, LLC, a Delaware limited liability company, ("Assignor") and Société des Produits Nestlé S.A., a Swiss société anonyme, with a place of business at Case Postale 353, Vevey 1800, Switzerland ("Assignee").

WHEREAS, Assignor is the sole owner of the following trademark and the corresponding registration (the "Trademark"):

| Mark | Class of Goods | Registration No. |
|------------|----------------|------------------|
| SMARTBLEND | 31 | 3,836,203 |

WHEREAS, Assignee desires to acquire Assignor's entire right, title and interest in and to the Trademark, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said Trademark; and

WHEREAS, the Assignor and Assignee are both duly authorized and capable of entering into this Trademark Assignment.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

The Assignor hereby sells, assigns, transfers, and sets over to Assignee, its successors and assigns, all of its right, title and interest in and to the Trademark, including, but not limited to, all rights of renewal thereof, together with the goodwill of the businesses associated with and symbolized by the Trademark, and together with the right to sue for past or continuing infringement and to collect all damages or profits for past infringements for its own use and benefits, and the right to sue and recover for any past or continuing contract breaches related to the Trademark.

The Assignor authorizes the United States Patent and Trademark Office and any other applicable jurisdictions to record the transfer of the registration for the Trademark to Assignee as recipient of Assignor's entire right, title, and interest therein.

IN WITNESS hereof, Assignor has executed this Trademark Assignment as of the Effective Date.

Purina Mills, LLC, Assignor:

Name: Lisa Devereaux
Title: SVP